

WHAT IS CLAIMED IS:

1. A system for collecting marketing information enabling a product provider to gather marketing information and offer incentives for the marketing
5 information, comprising:

information storage media, with a product, storing at least product identification (ID) information identifying the product;

a retail terminal comprising an information writer
10 for writing read-permission information in the information storage media at a time of checkout so as to allow the product ID information to be read; and

a product provider server comprising:

a customer information receiver for receiving
15 the product ID information read from the information storage media and customer information on a customer purchasing the product from a customer terminal of the customer; and

an information management unit for storing the
20 product ID information received and the customer information received in a relational structure and for managing a provision status of incentives offered to the customer who provided the product ID information and the customer information.

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2. The system according to claim 1, wherein the product provider server further comprises an incentive

transmitter for transmitting electronic data with an incentive to an address specified by the customer who provided the product ID information and the customer information.

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3. The system according to claim 2, wherein in the product provider server the incentive transmitter transmits the electronic data with the incentive to the address immediately after receiving the product ID information and the customer information from the customer information receiver.

4. The system according to claim 1, wherein in the product provider server the customer information receiver receives personal information on the customer as the customer information together with the product ID information.

5. The system according to claim 1, wherein in the product provider server:

the information management unit stores personal information on the customer registered in advance, and customer ID information for identifying the customer in a relational structure; and

the customer information receiver receives the customer ID information as the customer information which is notified to the customer after customer registration.

6. The system according to claim 1, wherein in the retail terminal the information writer further stores store information on a retail store selling the product in the information storage media and wherein in the product provider server the customer information receiver receives the store information read from the information storage media, together with the product ID information and the customer information.

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7. The system according to claim 1, wherein in the retail terminal the information writer further stores sold date and time information of the product in the information storage media and wherein in the product provider server the customer information receiver receives the sold date and time information read from the information storage media, together with the product ID information and the customer information.

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8. The system according to claim 1, wherein the information storage media is a wireless ID tag.

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9. A system for collecting marketing information enabling a product provider to gather marketing information and offer incentives for the marketing information, comprising:

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information storage media, with a product, storing

at least product identification (ID) information
identifying the product;

a retail terminal comprising:

5 an information reader for reading the
information from the information storage media; and

an ID information transmitter for transmitting
the product ID information at a time of checkout;
and

a product provider server comprising:

10 an ID information receiver for receiving the
product ID information from the retail terminal;

a customer information receiver for receiving
the product ID information read from the information
storage media and customer information on a customer
15 purchasing the product from a customer terminal of
the customer;

a sales recognition unit for identifying the
product ID information and the customer information
received from the customer terminal as valid
20 information when a same product ID information has
arrived from the retail terminal, and allowing
provision of an incentive to the customer; and

an information management unit for storing the
product ID information and the customer information
25 from the customer terminal in a relational structure
and managing a provision status of incentives
offered to the customer, depending on recognition of

the sales recognition unit.

10. The system according to claim 9, wherein in the retail terminal the ID information transmitter transmits
5 store information on a retail store selling the product together with the product ID information to the product provider server.

11. The system according to claim 10, wherein in the
10 retail terminal the ID information transmitter transmits sold date and time information of the product together with the product ID information to the product provider server.

12. The system according to claim 9, wherein the
15 information storage media is a two-dimensional barcode.

13. A system for collecting marketing information enabling a product provider to gather marketing
20 information and offer incentives for the marketing information, comprising:

information storage media, with a product, storing
at least product identification (ID) information identifying the product;

25 a retail terminal comprising:

a first information reader for reading the
information from the information storage media; and

an ID information transmitter for transmitting the product ID information read from the information storage media at a time of checkout;

a product provider server comprising:

5 a customer information receiver for receiving the product ID information which is identically obtained from both the retail terminal and the information storage media, and customer information on a customer purchasing the product, from a customer terminal of the customer; and

10 an information management unit for storing the product ID information received and the customer information received in a relational structure, and for managing a provision status of incentives offered to the customer.

14. An information processing terminal for transmitting marketing information to a product provider after purchase of a product, comprising:

20 an information reader for reading information from information storage media of the product, which unit stores at least product identification (ID) information identifying the product; and

25 an information transmitter for transmitting the product ID information together with customer information on a customer purchasing the product, to a server of the product provider.

15. The information processing terminal according to claim 14, further comprising

5 a transmission determination unit for allowing the information transmitter to transmit the product ID information only when the information read from the information storage media by the information reader includes read-permission information.

10 16. The information processing terminal according to claim 14, further comprising:

an information receiver for receiving the product ID information from a retail terminal of a retail store at a time of checkout; and

15 a transmission determination unit for allowing the information transmitter to transmit the product ID information only when product ID information identical to the product ID information received has arrived from the retail terminal before the information reader reads the
20 product ID information.

17. The information processing terminal according to claim 14, wherein

the information transmitter transmits the product
25 ID information and the customer information to the server via a wireless telephone circuit.